

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77918640
LAW OFFICE ASSIGNED	LAW OFFICE 102
MARK SECTION (no change)	
ARGUMENT(S)	
<p>REQUEST FOR RECONSIDERATION AFTER FINAL OFFICE ACTION:</p> <p>MARK: FAMILY GAME NIGHT</p> <p>SERIAL NO.: 77918640</p> <p>Applicant seeks to register the mark FAMILY GAME NIGHT for “entertainment services, namely, an on-going television game show . . . [and] . . . an on-going television game show segment” in International Class 41. In the latest office action, dated May 5, 2011, the Examining Attorney made final his refusal to register the mark on the grounds that it is merely descriptive under Section 2(e)(1) of the Trademark Act. The Examiner rejected Applicant’s 2(f) claim based on its prior registration for FAMILY GAME NIGHT, Registration No. 2242143, on the grounds that Applicant’s evidence does not show a relationship between the goods in Applicant’s prior registration and the services in the application.</p> <p>In response, Applicant submits additional evidence that the goods in the prior registration and the services in the application are related. Applicant believes this response fully satisfies all outstanding requirements of the Examining Attorney, and respectfully requests the Examiner to reconsider his decision. Applicant is filing a notice of appeal contemporaneously with this Request for Reconsideration.</p> <p>Both the Examiner and Applicant agree that in order to show that a mark in an intent-to-use application has acquired distinctiveness, it must meet two requirements: (1) acquired distinctiveness as to the other goods or services by appropriate evidence, such as “ownership of a prior registration for the same mark for related goods or services;” and (2) that the goods or services in the prior registration are related to the goods or services in the intent-to-use application. <u>Id. citing In re Rogers</u>, 53 U.S.P.Q.2d 1741, 1744 (T.T.A.B. 1999).</p> <p>The Examiner’s rejection of Applicant’s 2(f) claim in this case rests on his contention that Applicant has not established a relationship between the goods in Applicant’s prior FAMILY GAME NIGHT® registration in Class 28 (“equipment sold as a unit for playing a parlor type game”), and the services in</p>	

Applicant's FAMILY GAME NIGHT intent-to-use application in Class 41 ("an on-going television game show and an on-going television game show segment"). More specifically, "Applicant has not offered any evidence that entertainment companies also provide board games. . . ." nor does Applicant's evidence "show an entity which produces both parlor games and television game shows." The Examiner requires Applicant to "show a relationship between parlor games or board games and the services in the application from any source that provides both."

In response, Applicant submits additional evidence that it believes establishes the relationship that the Examiner is looking for, specifically: (1) numerous examples showing one entity holding U.S. Trademark Registrations for both television game shows and for board games; and (2) third party evidence discussing the history and providing additional examples of single entities producing television game shows and board games based on those shows.

U.S. Trademark Registrations:

Califon Productions Inc.: **WHEEL OF FORTUNE**, U.S. Reg. No. 1491571, for "Entertainment services rendered through the media of television, namely, a television series game show," in Class 41; and **WHEEL OF FORTUNE**, U.S. Reg. No. 1491261, for "boardgames," in Class 28. (Exhibits A1 and A2)

Jeopardy Productions, Inc. DBA Merv Griffin Enterprises Corporation: **JEOPARDY!**, U.S. Reg. No. 1545697, for "Entertainment services rendered through the media of television, namely, a television series game show," in Class 41; and **JEOPARDY!**, U.S. Reg. No. 1533358, for "boardgames" in Class 28. (Exhibits A3 and A4)

Fremantlemedia Operations B.V. Limited Liability Company: **FAMILY FEUD**, U.S. Reg. No. 2752717, for "Entertainment services, namely, a continuing television game show," in Class 41; and **FAMILY FEUD**, Reg. No. 2768047, for "board games," in Class 28. (Exhibits A5 and A6)

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Celador International Limited Corporation: **WHO WANTS TO BE A MILLIONAIRE**, U.S. Reg. No. 3093487, in multiple classes for multiple goods and services including in Class 41 for "Entertainment services, namely, entertainment in the nature of an ongoing television program constituting a quiz/game show," and in Class 28 for "board games." (Exhibit A9)

Let's Make A Deal Hatos Productions, Inc. and Monty Hall Enterprises, Inc., **LET'S MAKE A DEAL**, U.S. Reg. No. 0960139, for "Providing entertainment through the media of audience-participation shows produced primarily for television," in Class 41; and **LET'S MAKE A DEAL**, U.S. Reg. No. 3990294, for "Board games" in Class 28. (Exhibits A10 and A11)

For the Examiner's convenience, copies of information regarding the cited marks downloaded from the USPTO's Trademark Electronic Search System database are attached as **Exhibits A1-A12**.

Third Party Evidence

The third party fan site www.boardgamecentral.com makes the connection between television game shows and board games most directly in a section of the site devoted to “Board Games Based on Game Shows” where it poses the (rhetorical) question:

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<http://www.boardgamecentral.com/games/gameshows.html> (Exhibit B). The site goes on to identify “a few of the many” board games based on television game shows.

The somewhat awkwardly named “The Game Show Home Game Home Page,” <http://userdata.acd.net/ottinger/gshghp/>, (Exhibit C) is another fan site devoted to the relationship between board games and television game shows. It describes itself as “a sort of electronic museum dedicated to the home versions of TV and radio game shows” (*id.*), and provides a brief history of the relationship between game shows (beginning with radio game shows and continuing on with television game shows) and games. <http://userdata.acd.net/ottinger/gshghp/> (Exhibit D)

Like the U.S. Trademark registration evidence, this third party evidence supports the contention that there is a well-established relationship between parlor games or board games and television game shows such that there is a strong likelihood that the prior mark’s established trademark function will transfer to the television game show services when use in commerce occurs.

Additional Regarding Applicant's Use of FAMILY GAME NIGHT

Additional evidence regarding Applicant’s own use of the FAMILY GAME NIGHT® mark shows, unlike the evidence submitted with the prior response, (1) that the FAMILY GAME NIGHT mark appears on the web page for the FAMILY GAME NIGHT television game show next to life size game pieces from Applicant’s SORRY® board game which are used on the show to play a life-size variation of the game; (2) the packaging for the SORRY® board game that also includes the FAMILY GAME NIGHT® mark (Exhibit E); and (3) evidence that Hasbro is known within the public as an entertainment company (Exhibit F). A clip from the segment featuring the SORRY® game on an early segment of the FAMILY GAME NIGHT game show at <http://www.hubworld.com/watch/736214994001/family-game-night-season-1-clip-2-episode-1> shows the game pieces of the SORRY® board game being used and the FAMILY GAME NIGHT mark in use on the show itself.

In light of all the foregoing, Applicant respectfully requests that the Examining Attorney reconsider his rejection and approve the FAMILY GAME NIGHT application for publication. As noted before, doubts as to whether a mark is descriptive are to be resolved in favor of the Applicant. *McCarthy on Trademarks*, § 11:51, *In re Women’s Publishing Co.*, 23 U.S.P.Q.2d 1876, 1877 (TTAB 1992) (finding that, for a magazine featuring articles on decorating, the mark DECORATING DIGEST was not descriptive and noting that “in accordance with precedent, we must resolve any reasonable doubt in favor of applicant”). *In re Maverty Media Group Ltd.*, 33 F.3d 1367, 31 U.S.P.Q.2d 1923, 1928 (Fed. Cir. 1994).

Should anything further be required, a telephone call to the undersigned at (212) 907-7321 is respectfully requested.

EVIDENCE SECTION

EVIDENCE FILE NAME(S)

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ORIGINAL PDF FILE	evi_246023645-164626501_ . Exhibit C - Game Show Home Game Home Page.pdf
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ORIGINAL PDF FILE	evi_246023645-164626501_ . Exhibit D - A Brief History of Game Show Home Game Home Games.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT11\IMAGEOUT11\779\186\77918640\xml8\RFR0037.JPG
ORIGINAL PDF FILE	evi_246023645-164626501_ . Exhibit F - The Hub TV channel - Wikipedia.pdf
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	\\TICRS\EXPORT11\IMAGEOUT11\779\186\77918640\xml8\RFR0043.JPG
SIGNATURE SECTION	
RESPONSE SIGNATURE	/carin reynolds/

SIGNATORY'S NAME	Carin G. Reynolds
SIGNATORY'S POSITION	Attorney of record, NY & NH bar member
DATE SIGNED	11/07/2011
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	NO
FILING INFORMATION SECTION	
SUBMIT DATE	Mon Nov 07 16:55:34 EST 2011
TEAS STAMP	USPTO/RFR-24.60.236.45-20 111107165534815652-779186 40-480ad4abd1f2b796e184aa 8f59e5938aa1-N/A-N/A-2011 1107164626501649

PTO Form (Rev 4/2000)
OMB No. 0651-.... (Exp. 08/31/2004)

Request for Reconsideration after Final Action To the Commissioner for Trademarks:

Application serial no. **77918640** has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

REQUEST FOR RECONSIDERATION AFTER FINAL OFFICE ACTION:

MARK: FAMILY GAME NIGHT

SERIAL NO.: 77918640

Applicant seeks to register the mark FAMILY GAME NIGHT for “entertainment services, namely, an on-going television game show . . . [and] . . . an on-going television game show segment” in International Class 41. In the latest office action, dated May 5, 2011, the Examining Attorney made final his refusal to register the mark on the grounds that it is merely descriptive under Section 2(e)(1) of the Trademark Act. The Examiner rejected Applicant’s 2(f) claim based on its prior registration for FAMILY GAME NIGHT, Registration No. 2242143, on the grounds that Applicant’s evidence does not show a relationship between the goods in Applicant’s prior registration and the services in the application.

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EVIDENCE

JPG file(s):

[Evidence-1](#)

Original PDF file:

[evi_246023645-164626501_.EXHIBITS_A1-A11.pdf](#)

Converted PDF file(s) (24 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

[Evidence-11](#)

[Evidence-12](#)

[Evidence-13](#)

[Evidence-14](#)

[Evidence-15](#)

[Evidence-16](#)

[Evidence-17](#)

[Evidence-18](#)

[Evidence-19](#)

[Evidence-20](#)

[Evidence-21](#)

[Evidence-22](#)

[Evidence-23](#)

[Evidence-24](#)

Original PDF file:

[evi_246023645-164626501 . Exhibit B - www.boardgamecentral.pdf](#)

Converted PDF file(s) (10 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

Original PDF file:

[evi_246023645-164626501 . Exhibit C - Game Show Home Game Home Page.pdf](#)

Converted PDF file(s) (1 page)

[Evidence-1](#)

Original PDF file:

[evi_246023645-164626501 . Exhibit D -](#)

[A Brief History of Game Show Home Game Home Games.pdf](#)

Converted PDF file(s) (1 page)

[Evidence-1](#)

Original PDF file:

[evi_246023645-164626501 . Exhibit F - The Hub TV channel - Wikipedia.pdf](#)

Converted PDF file(s) (5 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /carin reynolds/ Date: 11/07/2011

Signatory's Name: Carin G. Reynolds

Signatory's Position: Attorney of record, NY & NH bar member

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 77918640

Internet Transmission Date: Mon Nov 07 16:55:34 EST 2011

TEAS Stamp: USPTO/RFR-24.60.236.45-20111107165534815

652-77918640-480ad4abd1f2b796e184aa8f59e

5938aa1-N/A-N/A-20111107164626501649


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EXHIBIT A-1
Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Fri Nov 4 04:35:46 EDT 2011

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE BY CLASS](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#)
[Logout](#) Please logout when you are done to release system resources allocated for you.

Record 1 out of 1
[TARR Status](#) | [ASSIGN Status](#) | [TDR](#) | [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark	WHEEL OF FORTUNE
Goods and Services	IC 041. US 107. G & S: ENTERTAINMENT SERVICES RENDERED THROUGH THE MEDIA OF TELEVISION, NAMELY, A TELEVISION SERIES GAME SHOW. FIRST USE: 19740600. FIRST USE IN COMMERCE: 19750106
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73656614
Filing Date	April 21, 1987
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	March 15, 1988
Registration Number	1491571
Registration Date	June 7, 1988
Owner	(REGISTRANT) CALIFON PRODUCTIONS, INC. CORPORATION NEW YORK 10202 W. Washington Blvd. CULVER CITY CALIFORNIA 90232 (LAST LISTED OWNER) CALIFON PRODUCTIONS, INC. CORPORATION CALIFORNIA 10202 WEST WASHINGTON BLVD. CULVER CITY CALIFORNIA 90232
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Lynn S. Fruchter
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080218.
Renewal	1ST RENEWAL 20080218
Live/Dead Indicator	LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DIRECT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

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United States Patent and Trademark Office

EXHIBIT A-2

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Record 1 out of 1

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Typed Drawing

Word Mark	WHEEL OF FORTUNE
Goods and Services	IC 028. US 022. G & S: BOARDGAMES. FIRST USE: 19850100. FIRST USE IN COMMERCE: 19850625
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73656613
Filing Date	April 21, 1987
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	March 15, 1988
Registration Number	1491261
Registration Date	June 7, 1988
Owner	(REGISTRANT) CALIFON PRODUCTIONS, INC. CORPORATION NEW YORK 1541 NORTH VINE STREET HOLLYWOOD CALIFORNIA 90028 (LAST LISTED OWNER) CALIFON PRODUCTIONS, INC. CORPORATION CALIFORNIA 10202 W. WASHINGTON BLVD. CULVER CITY CALIFORNIA 90232
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Lynn S. Fruchter
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080219.
Renewal	1ST RENEWAL 20080219
Live/Dead Indicator	LIVE

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[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



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EXHIBIT A-3

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)
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Record 1 out of 1

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Typed Drawing

Word Mark	JEOPARDY!
Goods and Services	IC 041. US 107. G & S: ENTERTAINMENT SERVICES RENDERED THROUGH THE MEDIA OF TELEVISION, NAMELY, A TELEVISION SERIES GAME SHOW. FIRST USE: 19640430. FIRST USE IN COMMERCE: 19640430
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73656612
Filing Date	April 21, 1987
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	March 28, 1989
Registration Number	1545697
Registration Date	June 27, 1989
Owner	(REGISTRANT) JEOPARDY PRODUCTIONS, INC. DBA MERV GRIFFIN ENTERPRISES CORPORATION DELAWARE 10202 W. Washington Blvd Culver City CALIFORNIA 90232
Attorney of Record	Lynn S. Fruchter
Prior Registrations	1199701
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20090210.
Renewal	1ST RENEWAL 20090210
Live/Dead Indicator	LIVE

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[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



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EXHIBIT A-4

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)[Trademarks](#) > Trademark Electronic Search System (TESS)

TESS was last updated on Fri Nov 4 04:35:46 EDT 2011

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Record 1 out of 1

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Typed Drawing

Word Mark	JEOPARDY!
Goods and Services	IC 028. US 022. G & S: BOARDGAMES. FIRST USE: 19650215. FIRST USE IN COMMERCE: 19650215
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73656615
Filing Date	April 21, 1987
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	January 10, 1989
Registration Number	1533358
Registration Date	April 4, 1989
Owner	(REGISTRANT) JEOPARDY PRODUCTIONS, INC. DBA MERV GRIFFIN ENTERPRISES CORPORATION DELAWARE 10202 W. Washington Blvd. CULVER CITY CALIFORNIA 90232
Attorney of Record	Lynn S. Fruchter
Prior Registrations	1199701
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20081124.
Renewal	1ST RENEWAL 20081124
Live/Dead Indicator	LIVE

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EXHIBIT A-5

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)**Trademarks > Trademark Electronic Search System (TESS)**

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Browser to return to TESS)**Typed Drawing**

Word Mark	FAMILY FEUD
Goods and Services	IC 041. US 100 101 107. G & S: Entertainment services, namely, a continuing television game show. FIRST USE: 19760712. FIRST USE IN COMMERCE: 19760712
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	76465962
Filing Date	November 1, 2002
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	May 27, 2003
Registration Number	2752717
Registration Date	August 19, 2003
Owner	(REGISTRANT) FremantleMedia Operations BV CORPORATION NETHERLANDS Media Centre, Sumatralaan 45 1217 GP Hilversum NETHERLANDS
Attorney of Record	Steven M. Weinberg
Prior Registrations	1131409;1611595;1613281;2190014;2437322;2518200;AND OTHERS
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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Typed Drawing

Word Mark	FAMILY FEUD
Goods and Services	IC 028. US 022 023 038 050. G & S: board games. FIRST USE: 19980930. FIRST USE IN COMMERCE: 19980930
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	76975696
Filing Date	August 1, 2000
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	December 18, 2001
Registration Number	2768047
Registration Date	September 23, 2003
Owner	(REGISTRANT) FREMANTLEMEDIA OPERATIONS B.V. LIMITED LIABILITY COMPANY NETHERLANDS Media Centre, 4th Floor Rm 404, Sumatralaan 45 Hilversum NETHERLANDS 1217 GP (LAST LISTED OWNER) FREMANTLEMEDIA OPERATIONS B.V. CORPORATION BY CHANGE OF NAME NETHERLANDS MEDIA CENTRE, 4TH FLOOR HILVERSUM NETHERLANDS 1217 GP
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Steven M. Weinberg
Prior Registrations	1611595;1613281;2190014
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



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Record 1 out of 1

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Typed Drawing

Word Mark	PASSWORD
Goods and Services	IC 041. US 100 101 107. G & S: entertainment services in the nature of the production and distribution of a continuing television game show series. FIRST USE: 19621231. FIRST USE IN COMMERCE: 19621231
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75431968
Filing Date	February 10, 1998
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	May 4, 1999
Registration Number	2264449
Registration Date	July 27, 1999
Owner	(REGISTRANT) MARK GOODSON PRODUCTIONS, LLC LIMITED LIABILITY COMPANY NEW YORK 808 Wilshire Boulevard, 4th Floor Santa Monica CALIFORNIA 90401 (LAST LISTED OWNER) FREMANTLEMEDIA OPERATIONS B.V. CORPORATION NETHERLANDS MEDIA CENTRE SUMATRALAAN 46 1217 GP HILVERSUM NETHERLANDS
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Steven M. Weinberg
Prior Registrations	1557284
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20090820.
Renewal	1ST RENEWAL 20090820
Live/Dead Indicator	LIVE

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[BROWSE DIRECT](#)

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[HELP](#)

[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



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EXHIBIT A-8

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)
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Record 1 out of 1

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Typed Drawing

Word Mark PASSWORD

Goods and Services IC 028. US 022 023 038 050. G & S: [Target games,] board games [and card games; kites; toy action figures; disc-type toss toys; bows and arrows; balls of all kinds; dolls, doll playsets, plush toys; toy vehicles, toy cars, toy trucks, toy bucket and shovel sets, roller skates, toy model hobbycraft kits, toy rockets, toy guns, toy holsters, musical toys, jigsaw puzzles, badminton sets, bubble making wands and solution sets, toy figurines, toy banks, puppets, toy balloons, yo-yos, skateboards, scooters, face masks, stand alone video game machines; LCD game machines; hand held unit for playing electronic games, but specifically excluding dice games and computer software games]. FIRST USE: 20000701. FIRST USE IN COMMERCE: 20000701

Mark Drawing Code (1) TYPED DRAWING

Serial Number 76101693

Filing Date August 1, 2000

Current Filing Basis 1A

Original Filing Basis 1B

Published for Opposition December 18, 2001

Change In Registration CHANGE IN REGISTRATION HAS OCCURRED

Registration Number 2745735

Registration Date August 5, 2003

Owner (REGISTRANT) Pearson Television Operations B.V. LIMITED LIABILITY COMPANY NETHERLANDS Media Centre, 4th Floor, Rm 404, Sumatra Hilversum NETHERLANDS 1217 GP

(LAST LISTED OWNER) FREMANTLE MEDIA OPERATIONS B.V. LIMITED LIABILITY COMPANY NETHERLANDS MEDIA CENTRE SUMATRALAAN 46 1217 GP HILVERSUM NETHERLANDS

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Steven M. Weinberg

Prior Registrations 0226449
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 8 (6-YR).
Live/Dead Indicator LIVE

[TESS HOME](#)
[NEW USER](#)
[STRUCTURED](#)
[FREE FORM](#)
[BROWSE DICT](#)
[SEARCH OG](#)
[TOP](#)
[HELP](#)

[HOME](#) |
 [SITE INDEX](#) |
 [SEARCH](#) |
 [eBUSINESS](#) |
 [HELP](#) |
 [PRIVACY POLICY](#)



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EXHIBIT A-9

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

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Record 1 out of 1

[TARR Status](#) | [ASSIGN Status](#) | [TDR](#) | [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)



Word Mark WHO WANTS TO BE A MILLIONAIRE \$

Goods and Services IC 009. US 021 023 026 036 038. G & S: AMUSEMENT APPARATUS FOR USE WITH OR INCORPORATING A TELEVISION SCREEN OR VIDEO MONITOR, NAMELY, VIDEO GAME MACHINES FOR USE WITH TELEVISIONS; GAMES AND APPARATUS FOR GAMES FOR USE WITH OR INCORPORATING A TELEVISION SCREEN OR VIDEO MONITOR, NAMELY, VIDEO OUTPUT GAME MACHINES FOR USE WITH TELEVISIONS; COIN OR TOKEN OPERATED ELECTRICAL OR ELECTRONIC AMUSEMENT APPARATUS, NAMELY, FOR QUIZ GAMES; COMPUTER SOFTWARE, NAMELY, GAME SOFTWARE; ELECTRICALLY, MAGNETICALLY AND OPTICALLY RECORDED DATA FOR COMPUTERS, NAMELY, BOOKS, MAGAZINES, MANUALS RELATING TO GAME SHOWS AND QUIZ GAMES RECORDED ON DVD OR COMPACT DISCS; SOUND RECORDINGS FEATURING SPEECH AND MUSIC SOUND RECORDINGS; VIDEO RECORDINGS, NAMELY, TELEVISION PROGRAM MATERIAL, GAMES; MOTION PICTURE FILMS FEATURING THE TELEVISION PROGRAM FORMAT; PHONOGRAPH RECORDS FEATURING MUSIC OR AUDIO RECORDINGS FROM THE PROGRAM; COMPACT DISCS FEATURING MUSIC OR AUDIO RECORDINGS FROM THE PROGRAM; AUDIO AND VIDEO TAPES FEATURING TELEVISION PROGRAM MATERIAL; CARTRIDGES, NAMELY, VIDEO GAME CARTRIDGES OR COMPUTER GAME CARTRIDGES; TELEPHONE CARDS, MAGNETICALLY ENCODED CARDS; VIDEO RECORDINGS FEATURING THE PROGRAM; CD-IS, NAMELY, PRERECORDED INTERACTIVE GAMES BASED ON THE PROGRAM; CD-ROMS, NAMELY, GAME MULTIMEDIA SOFTWARE RECORDED ON CD-ROM BASED ON THE PROGRAM. FIRST USE: 20001130. FIRST USE IN COMMERCE: 20001130

IC 016. US 002 005 022 023 029 037 038 050. G & S: PRINTED MATTER, NAMELY, BOOKS IN THE FIELD OF TELEVISION GAME SHOWS; MAGAZINES BASED ON THE PROGRAM; POSTERS; PRINTS, NAMELY, ART, COLOR, PHOTOGRAPHIC, PICTORIAL, CARTOON; STATIONERY; BAGS, NAMELY, GENERAL PURPOSE PLASTIC BAGS, GROCERY BAGS, MERCHANDISE BAGS, PAPER BAGS; WRITING SETS, NAMELY, DESK SETS, STATIONERY; WRITING PAPER; BOOKS, NAMELY, QUIZ BOOKS AND BOOKS FEATURING TELEVISION GAME SHOWS; CALENDARS; POSTCARDS; TRANSFERS, NAMELY, IRON-ON AND PLASTIC; BOXES, NAMELY, CARDBOARD, PAPER AND PAPER STATIONERY; GREETING CARDS; PENS AND PENCILS; DIARIES; OFFICE REQUISITES, NAMELY, NOTEBOOK PAPER, AND WRITING PADS; STICKERS; PLAYING CARDS; BINDERS AND FOLDERS; ENVELOPES; PAPER NAPKINS; PHOTOGRAPHS, MOUNTED OR UNMOUNTED; PAPERWEIGHTS; PEN CASES; AND SCRAPBOOKS. FIRST USE: 20001130. FIRST USE IN COMMERCE: 20001130

IC 028. US 022 023 038 050. G & S: TOYS, NAMELY, PLUSH TOYS, BATHTUB TOYS; GAMES, NAMELY, HANDHELD ELECTRONIC GAMES, BOARD GAMES, CARD GAMES; PLAYTHINGS, NAMELY, DOLLS; PROMOTIONAL GAME MATERIALS, NAMELY, GAME CARDS. FIRST USE: 20001130. FIRST USE IN COMMERCE: 20001130

IC 041. US 100 101 107. G & S: ENTERTAINMENT SERVICES, NAMELY, ENTERTAINMENT IN THE NATURE OF AN ONGOING TELEVISION PROGRAM CONSTITUTING A QUIZ/GAME SHOW; EDUCATIONAL SERVICES, NAMELY, CONDUCTING WORKSHOPS IN THE FIELDS OF RADIO AND TELEVISION BROADCASTING; PRODUCTION OF RADIO ENTERTAINMENT, TELEVISION SHOWS, AUDIO RECORDINGS AND VIDEOTAPES; RADIO AND TELEVISION BROADCASTING; RENTAL OF MOTION PICTURE FILMS, VIDEOTAPES AND AUDIOTAPES; PUBLICATION OF MAGAZINES, BOOKS; RENTAL OF EDUCATIONAL AND INSTRUCTIONAL BOOKS, MAGAZINES; ENTERTAINMENT IN THE NATURE OF QUIZ COMPETITIONS; ENTERTAINMENT, NAMELY, LIVE PERFORMANCES BY HOST OF THE PROGRAM FORMAT OR GROUP, BAND AND INDIVIDUAL; ORGANIZATION EXHIBITIONS RELATING TO QUIZ/GAME SHOWS; ENTERTAINMENT IN THE NATURE OF LIVE QUIZ SHOWS. FIRST USE: 20001130. FIRST USE IN COMMERCE: 20001130

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 24.17.03 - Dollar symbol (\$)
24.17.14 - Ampersands (&); At symbol (@); Brackets, punctuation; Commas; Diacritical marks; Exclamation points (!); Punctuation marks; Question marks (?)
26.01.08 - Circles having letters or numerals as a border; Circles having punctuation as a border; Letters, numerals or punctuation forming or bordering the perimeter of a circle
26.01.21 - Circles that are totally or partially shaded.

Serial Number 76112609

Filing Date August 18, 2000

Current Filing Basis 1A

Original Filing Basis 1B

Published for Opposition September 10, 2002

Registration Number 3093487

Registration Date May 16, 2006

Owner (REGISTRANT) CELADOR INTERNATIONAL LIMITED CORPORATION UNITED KINGDOM 39 Long Acre London WC2E 9LG UNITED KINGDOM

Attorney of Record STEWART J BELLUS

Description of Mark Applicant's mark consists of the words "WHO WANTS TO BE A MILLIONAIRE" inside a circle filled with dollar signs and question marks. The dollar signs and question marks are green. The background of the inner circle is blue. The narrow-lined circle around the center circle is light purple. The outside rim of the circle is gray. Narrow elliptical lines rotating around the center letter "O" are white and beige. The four diamonds or squares before and after the phrase "WHO WANTS TO BE A" are yellow-green. Surrounding the inner circle of blue, emanating from the center letter "O", is the color white which represents a light shining from the center of the logo. Color is claimed as a feature of the mark.

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



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EXHIBIT A-10

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)**Trademarks > Trademark Electronic Search System (TESS)**

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Record 1 out of 1[TARR Status](#)[ASSIGN Status](#)[TDR](#)[TTAB Status](#)

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Browser to return to TESS)**Typed Drawing**

Word Mark	LET'S MAKE A DEAL
Goods and Services	IC 041. US 107. G & S: PROVIDING ENTERTAINMENT THROUGH THE MEDIA OF AUDIENCE-PARTICIPATION SHOWS PRODUCED PRIMARILY FOR TELEVISION. FIRST USE: 19620801. FIRST USE IN COMMERCE: 19630525
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	72435223
Filing Date	September 11, 1972
Current Filing Basis	1A
Original Filing Basis	1A
Registration Number	0960139
Registration Date	May 29, 1973
Owner	(REGISTRANT) LET'S MAKE A DEAL COMPOSED OF HATOS PRODUCTIONS, INC., MONTY HALL ENTERPRISES, INC., BOTH A CALIFORNIA CORPORATION JOINT VENTURE CALIFORNIA 519 NORTH ARDEN DRIVE BEVERLY HILLS CALIFORNIA 90210
Attorney of Record	I. MORLEY DRUCKER
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20021018.
Renewal	2ND RENEWAL 20021018
Live/Dead Indicator	LIVE

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EXHIBIT A-11

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)**Trademarks > Trademark Electronic Search System (TESS)**

TESS was last updated on Fri Nov 4 04:35:46 EDT 2011

TESS HOME	NEW USER	STRUCTURED	FREE FORM	Browse Dict	SEARCH OG	Bottom	HELP	PREV LIST	CURR LIST	NEXT LIST
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IARR Status	ASSIGN Status	TDR	TTAB Status
-----------------------------	-------------------------------	---------------------	-----------------------------

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LET'S MAKE A DEAL

Word Mark LET'S MAKE A DEAL

Goods and Services IC 028. US 022 023 038 050. G & S: Board games. FIRST USE: 20110120. FIRST USE IN COMMERCE: 20110120

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 77147365

Filing Date April 3, 2007

Current Filing Basis 1A

Original Filing Basis 1B

Published for Opposition February 5, 2008

Registration Number 3990294

Registration Date July 5, 2011

Owner (REGISTRANT) Let's Make A Deal Hatos Productions, Inc. and Monty Hall Enterprises, Inc., both California corporations JOINT VENTURE CALIFORNIA 519 N. Arden Drive Beverly Hills CALIFORNIA 90210

Attorney of Record Steven M. Weinberg

Prior Registrations 2104305;2283554

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

TESS HOME	NEW USER	STRUCTURED	FREE FORM	Browse Dict	SEARCH OG	Top	HELP	PREV LIST	CURR LIST	NEXT LIST
---------------------------	--------------------------	----------------------------	---------------------------	-----------------------------	---------------------------	---------------------	----------------------	---------------------------	---------------------------	---------------------------

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[Home](#) » [Game Show Games](#)

Board Games Based On Game Shows

Has there ever been a more perfect marriage than TV and games? Certainly, television game shows have been among the most popular programs since the medium's inception.

And of course, TV Game Shows can be turned into great board games. Nearly all of the popular game shows over the years, from Password to Wheel of Fortune to Family Feud and Catch 21, have been turned into board games. This works better in some cases than in others of course, but in general, game show games are among the very best [Board Games Based On TV Shows](#).



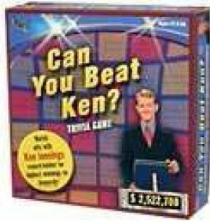
The following are a few of the many board games based on TV game shows:

Game Show Board Games



- [Are You Smarter than a 5th Grader?](#)

For kids, here's an opportunity to show up the adults; and for grown-ups, this game offers a chance to show how much-or how little-you remember from your school days. Based on the breakaway hit game show featuring Jeff Foxworthy, the Are You Smarter than a 5th Grader Board Game tests knowledge on a range of topics taken from actual 5th Grade curriculum. To come out on top, answer 11 questions that the average 5th grader knows. It sounds easy enough, but don't get cocky-maybe you'll need to cheat off of a classmate in order to answer correctly! Who will walk away with the grand prize? Will you have to admit that no, you are NOT smarter than a 5th grader?



- [Can You Beat Ken?](#)

Trivia buffs and game show groupies, here's your chance to face off against the ultimate know-it-all, Ken Jennings! The Salt Lake City software engineer rose to fame in 2004 with a record-setting streak as Jeopardy game show champion, amassing over \$2.5 million dollars in earnings for his 74 straight wins. And now you can challenge the champ in his exciting trivia board game! All players race against Ken to see who can reach \$2.6 million dollars first, by answering trivia questions on such subjects as history, sports, science, and contemporary music. All 1200 questions in the game were posed to Ken Jennings. Can you answer the questions he couldn't? Can You Beat Ken?



- [Classic Newlywed Game](#)

Play the classic game of love and laughter! It's couple versus couple in this home version of the eternally entertaining game show where you'll discover how much you really know or don't know about your significant other! Now with over 600 questions!



- [Deal or No Deal](#)

Experience the fun, anticipation and excitement of the hit TV game show at home! The contestant chooses one briefcase to hold onto until the end of the game, then one by one they call out numbers to find out what is inside the other cases, hoping to uncover small amounts. The contestant's goal is to be holding the briefcase with the largest amount of money, the host is trying to get the contestant to settle for a smaller amount than the 'mystery amount' in their case. The briefcase holder also gets to play, because if they can guess the amount in the case before it opens, they win that amount! There are lots of twists to keep you guessing right up to the end. So get ready to make a deal at home!



- [Deal or No Deal DVD Game](#)

Join Howie Mandel, the Money Girls and the Banker to play Deal or No Deal -- in your living room! Deal or No Deal is the TV game show phenomenon that has taken the country by storm! Now you can play the DVD version at home, any time you want! Players or teams take turns opening 26 silver cases (each with a different amount of money hidden inside) and receiving offers for their own case from the mysterious Banker. When the Banker makes an offer to buy your case, you'll need to answer Howie's question, "Deal

or No Deal?" The fun, interactive DVD does all the work, so there's nothing for players to do except answer the one question: "Deal or No Deal?"



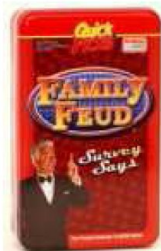
- [Deal or No Deal Tabletop Electronic Game](#)

Now the popular TV Game is available at home! For 1 to 4 players. The rules are simple - choose a briefcase, then as each round progresses, you must either stay with your original briefcase choice or make a "Deal" with the bank to accept its cash offer in exchange for whatever dollar amount is in your chosen case. Once you decide to accept or decline the bank's offer, the decision is final. Can you beat the banker?



- [Family Feud \(3rd Edition\)](#)

In Family Feud - 3rd Edition, match the most popular survey answers and win! This new edition features over 750 survey questions and answers to one of America's longest running and most beloved TV game shows. With everything from the Face Off to the Feud to the Fast Money Round, the Family Feud home game offers all the fun of the TV show right in your own home! So play, pass, and steal your way to victory. The top eight answers are on the board, do you know what the "Survey Says?" Includes scoreboard, strike indicator, 3 "X" markers, play money, 1 magic marker, survey answer booklet, and complete instructions.



- [Family Feud Quick Pick Edition](#)

The survey says "The Family Feud is fun!" The Family Feud Quick Pick edition has 45 rounds of survey questions and answers. Everything from the TV show ranging from the Face Off to the Fast Money Round is included in this travel-friendly game tin. You're sure to have a good time battling friends and family anytime, anywhere as you play, pass, and steal your way to victory!



- [Jeopardy Board Game](#)

This is the board game version of Jeopardy, the long-running TV quiz show! Players give questions and answers in dozens of categories. Play the Daily Doubles and Final Jeopardy to win the game!



- [Jeopardy Handheld Electronic Game](#)

The clue: This game let's you relax and enjoy your favorite TV quiz show anywhere. The question: What is Handheld Jeopardy!? Just like on TV choose a category and a dollar value, then buzz in and answer correctly to win. Handheld Jeopardy! let's you compete against friends or the computer.



- [Jeopardy ESPN Edition](#)

Jump into the sports hot seat with ESPN Jeopardy! 1,000 sports questions will test your jock knowledge in categories such as ESPN's Players You Love to Hate, Ballparks and Arenas, NBA Head Coaches, ESPN Personalities, ESPN Original Movies and more. If you think you know the response, try to be the first player to buzz in on the electronic unit and try to win some cash. In Final Jeopardy!, the electronic unit plays the ESPN SportsCenter theme. You've got 35 seconds to respond correctly to the clue for your chance at victory!



- [Let's Make A Deal](#)

Join in the fun and suspense of making deals for what's inside the box or behind the curtains with this new home version of Wayne Brady's Let's Make a Deal! For 3 - 4 players, ages 8 and up. Contents Include: Stage with curtain and box reveals, prize and zonk! Cards, play money and instructions.



- [Match Game DVD Game](#)

Join host Gene Rayburn and his panel of wacky celebrity quests as you try to match answers with the stars. Based on the classic TV game show from the 70's and 80's era (and #1 rated show on The Game Show Network), The Match Game DVD features hilarious answers from all your favorite celebrity panel stars from that era, including Betty White, Richard Dawson and of course Charles Nelson Reilly.



- [Million Dollar Password](#)

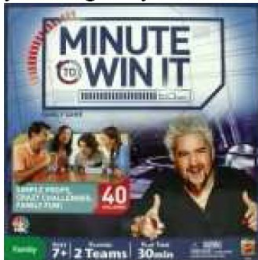
Password is the classic word association game! Teams of two square off to see who can guess the secret password first. Million Dollar Password is a modern update of the hit television show, and this version of the game also offers a three player variation in which one player gives the clues. You've got to be very clever when you communicate because players can give only one-word clues. The fewer clues given, the higher the score. The electronic timer counts down the rounds with each successive round being more difficult than the previous. The player or team that guesses the most words with the fewest clues wins.

Make it to the bonus round and get five passwords in a minute and a half to win \$1,000,000!



- [Minute To Win It Card Game](#)

Can you complete this challenge and prove that you've got what it takes to win it in a minute? In Minute to Win It, Challenge cards explain what to do and Stunt cards let you do it! You'll use the floor, the wall, the table - all to complete the hilarious challenges! Everyone can play, anyone can win. The timer won't let you forget - you have a minute to win it!



- [Minute To Win It Family Game](#)

Minute to Win It has the props and challenges to play the hit TV game show at home! First choose the card. Next, use the props to complete the challenge and get the prize! Everyone can play and anyone can win. The timer won't let you forget - you have a Minute to Win It!



- [Password - 6th Edition](#)

Password is the classic word association game! Teams of two square off to see who can guess the secret password first. Password 6th Edition features the classic Password "Magic Window" secret password revealers and brings 1,000 new words into play! You've got to be very clever when you communicate because players can give only one-word clues. The fewer clues given, the higher the score. Be careful though as your opponents can hear your clues too. The team that guesses the most words with the fewest clues wins Password!



- [Password DVD Game](#)

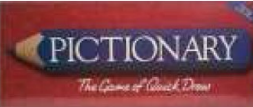
Who's the fastest at guessing the secret password? The classic word association game is back in a DVD edition! Players guess passwords and score points. One team member slips on the special glasses to see the secret password, then gives a one-word clue to help his teammate guess what it is. New DVD edition combines all the fun and excitement of the game show along with the strategy and interactivity that has made the home version the number 2 best selling word game of all time. Featuring retro 'reveal glasses' to

enable only the clue givers the ability to see the Password.



- [Password Quick Pick Edition](#)

The classic television word association game is now available in a travel-friendly game tin! In Password Quick Pick edition, teams of two square off to see who can guess the secret password first. But you've got to be clever when you communicate because players can give only one-word clues, and the fewer clues given the higher the score. The team that guesses the most words with the fewest clues wins!



- [Pictionary](#)

Pictionary is the classic party game that plays like charades, only on paper. Instead of acting, you sketch clues to your teammates. All that's needed is a little imagination and a fast pencil! Other versions of the game are also available: , .



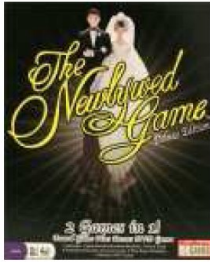
- [The \\$1,000,000 Pyramid Quick Pick Edition](#)

Time is running out! Can you get your partner to correctly guess the answer by giving clues that include everything but any part of the answer itself? If you've ever seen The \$1,000,000 Pyramid on TV, then you know it can be much harder than it sounds! The \$1,000,000 Pyramid Quick Pick edition packs everything from the show into a travel-friendly sized tin. This is your chance to win one of America's favorite two-team word and category guessing game!



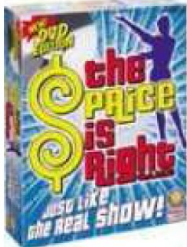
- [The Newlywed DVD Game](#)

How much do you know, or not know, about your spouse? Play the Newlywed Game DVD Edition and find out. One spouse writes the answer to a question (sometimes quite personal), then the other answers the same question. Do the answers match? It's great adult fun as you play against friends or select opponents from the DVD. 1-4 couples. Ages 18 and up.



- [The Newlywed Game - Deluxe Edition](#)

The Newlywed Game is the classic game of love and laughter! It's couple versus couple in this home version of the eternally entertaining game show where you'll discover how much you really know or don't know about your significant other. This Newlywed Game Deluxe Edition features a question booklet with over 600 questions for classic play as well as a DVD for an interactive experience with Bob Eubanks and couples from the TV game show!



- [The Price Is Right DVD Game](#)

"Come on down!" and play TV's favorite game show at home! DVD technology lets you experience The Price is Right game show just like a real contestant! Play on your TV and try your hand at PLINKO, Cliffhangers and the Showcase Showdown.



- [Wheel Of Fortune 25th Silver Anniversary Edition](#)

Spin the wheel, choose a letter, and see how far you'll go in this 25th Anniversary Edition of Wheel of Fortune! A combination of luck and skill is what you'll need to collect the most Wheel dollars and win. Featuring 108 all-new puzzles, including 12 bonus puzzles with a 1980's theme, this home version includes some of the most popular categories including Same Name, Before and After, On the Menu, Around the House, and many more!



- [Wheel Of Fortune](#)

Play the classic TV game show at home! Wheel of Fortune, 20th Anniversary Edition. Give it a spin...to win! Includes 96 puzzles. 2 to 4 players. Ages 8 and up. Wholesome fun for the whole family. Relive the good ol' days of daytime TV when game shows ruled the airwaves, "soaps" were more sanitary and talk show guests actually sat in chairs instead of throwing them!



- [Wheel Of Fortune Deluxe](#)

Fast-action Deluxe Wheel of Fortune game is just like the TV game show! Spin, solve the puzzle and win! You've watched the popular TV game show for years, and now it's time for you to play the home version! Spin the wheel to uncover letters, make money, and try to solve the puzzle. Includes authentic replica of the wheel, plastic game board with conceal/reveal windows, 160 puzzles, play money, wipe-off chart for used letters and free spin tokens.



- [Wheel Of Fortune Disney Edition](#)

Wheel of Fortune Disney brings fun to the whole family! Categories include Heroes and Heroines, Villains, Movie Titles, Song Titles, and more. Spin the uniquely shaped Mickey Mouse wheel, pick a letter, purchase a vowel, and solve the word puzzle. Earn Disney Dollars for correctly guessing the puzzles. Customize your wheel with interchangeable wheel wedges, allowing you to win imaginary vacation prizes. What better way to bring puzzle solving fun together with your favorite Disney characters!



- [Wheel of Fortune Quick Pick Edition](#)

Play America's most popular game show in television history anywhere with Wheel of Fortune Quick Pick edition card game! As you shuffle the deck and flip your way through the Wheel, select your cards to solve the puzzle. The Wheel deck also includes Jackpot, Bankrupt, and Prize cards adding to the fun. Everything comes in a travel-friendly game tin.

Prices shown are accurate as of Nov 03, 2011 09:58am CDT. Please follow the links for current pricing.

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- [Trivial Pursuit: Disney For All](#) – 2011-10-11
- [Monopoly: Cars 2 Lightning McQueen Racetrack Game](#) – 2011-10-09
- [Name 5](#) – 2011-10-02
- [Farkle Frenzy](#) – 2011-09-25
- [Clue: World Of Harry Potter](#) – 2011-09-18
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The Game Show Home Game Home Page

SPECIAL SECTIONS

[Main Page](#)
[Frequently Asked Questions](#)
[Game Show Record Bin](#)
[Old Time Radio Game Shows](#)
[Game Show Bookshelf](#)
[Electronic Gameroom](#)
[The Ten Rarest Games](#)
[Oddest Game Show Collectables](#)
[Adaptations INTO Game Shows](#)
[The Lost Games?](#)
[A Brief History of Home Games](#)

SHOWS

[Alumni Fun](#)
[The Amazing Race](#)
[American Gladiators](#)
[American Idol](#)
[Are You Smarter Than a 5th Grader?](#)
[Ask-It Basket](#)
[Battle of the Sexes](#)
[Beat the Clock](#)
[Bible Bowl](#)
[Big Brother](#)
[Bingo America](#)
[Blind Date](#)
[Blockbusters](#)
[Break the Bank](#)
[By the Numbers](#)
[Call My Bluff](#)
[Camouflage](#)
[Can You Top This?](#)
[Candid Camera](#)
[Card Sharks](#)
[Cash Cab](#)
[Celebrity Bowling](#)
[Celebrity Poker Showdown](#)
[Chain Reaction](#)
[Charge Account](#)
[Classic Concentration](#)
[College Bowl](#)
[Concentration](#)
[Crosswords](#)
[The Dating Game](#)
[Deal or No Deal](#)
[Dealer's Choice](#)
[The Diamond Head Game](#)
[Doctor I.Q.](#)
[Dollar A Second](#)
[Don't Forget the Lyrics](#)
[Double Dare \(1970s\)](#)
[Double Dare \(1980s\)](#)
[Double Exposure](#)
[Dough Re Mi](#)
[Down You Go](#)
[Dream Girl of '67](#)
[Dream House](#)
[Dream League](#)
[Everybody's Talking](#)
[Eye Guess](#)
[The Face Is Familiar](#)
[Face the Facts](#)
[Family Feud](#)
[The Family Game](#)
[Fandango](#)
[Figure It Out](#)
[Finders Keepers](#)
[Fun House](#)

THE GAME SHOW HOME GAME HOME PAGE

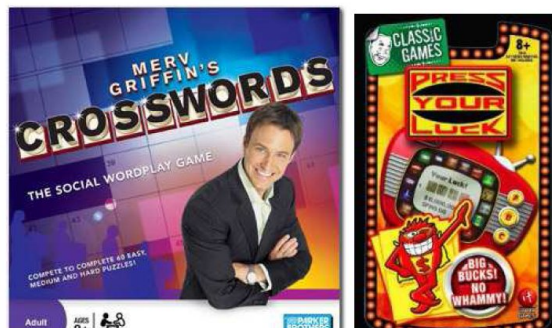


Because everybody ought to be an expert about something.

Welcome to a sort of electronic museum dedicated to the home versions of TV and radio game shows. The focus is on box games, but we also list a large number of other game show collectables. If you're here to look for information about collectables associated with a particular show, or if you just want to browse around our pages for a while and see what you find, we hope you find your visit fun, interesting, maybe even informative.

The GSHGHP is maintained by [Matt Ottinger](#). Feel free to drop me a line with questions or comments. Please do NOT write to tell me that your favorite game show isn't included on the long list of shows running down the left frame. That is NOT a list of every game show ever. Not even close. It's only a list of game shows that had some sort of commercially released item (like a board game) associated with them. If your favorite show isn't listed, it's because there wasn't a home version.

On this page, you will find updates on what's been changed since the last time we got together and some background information about the site. Everything else can be found by clicking on a link in the frame on the left. Dig in, and enjoy!



The Game Show Home Game Home Page

SPECIAL SECTIONS

[Main Page](#)
[Frequently Asked Questions](#)
[Game Show Record Bin](#)
[Old Time Radio Game Shows](#)
[Game Show Bookshelf](#)
[Electronic Gameroom](#)
[The Ten Rarest Games](#)
[Oddest Game Show Collectables](#)
[Adaptations INTO Game Shows](#)
[The Lost Games?](#)
[A Brief History of Home Games](#)

SHOWS

[Alumni Fun](#)
[The Amazing Race](#)
[American Gladiators](#)
[American Idol](#)
[Are You Smarter Than a 5th Grader?](#)
[Ask-It Basket](#)
[Battle of the Sexes](#)
[Beat the Clock](#)
[Bible Bowl](#)
[Big Brother](#)
[Bingo America](#)
[Blind Date](#)
[Blockbusters](#)
[Break the Bank](#)
[By the Numbers](#)
[Call My Bluff](#)
[Camouflage](#)
[Can You Top This?](#)
[Candid Camera](#)
[Card Sharks](#)
[Cash Cab](#)
[Celebrity Bowling](#)
[Celebrity Poker Showdown](#)
[Chain Reaction](#)
[Charge Account](#)
[Classic Concentration](#)
[College Bowl](#)
[Concentration](#)
[Crosswords](#)
[The Dating Game](#)
[Deal or No Deal](#)
[Dealer's Choice](#)
[The Diamond Head Game](#)
[Doctor I.Q.](#)
[Dollar A Second](#)
[Don't Forget the Lyrics](#)
[Double Dare \(1970s\)](#)
[Double Dare \(1980s\)](#)
[Double Exposure](#)
[Dough Re Mi](#)
[Down You Go](#)
[Dream Girl of '67](#)
[Dream House](#)
[Dream League](#)
[Everybody's Talking](#)
[Eye Guess](#)
[The Face Is Familiar](#)
[Face the Facts](#)
[Family Feud](#)
[The Family Game](#)
[Fandango](#)
[Figure It Out](#)
[Finders Keepers](#)
[Fun House](#)

HISTORY OF GAME SHOW HOME GAMES

A Brief History of Game S

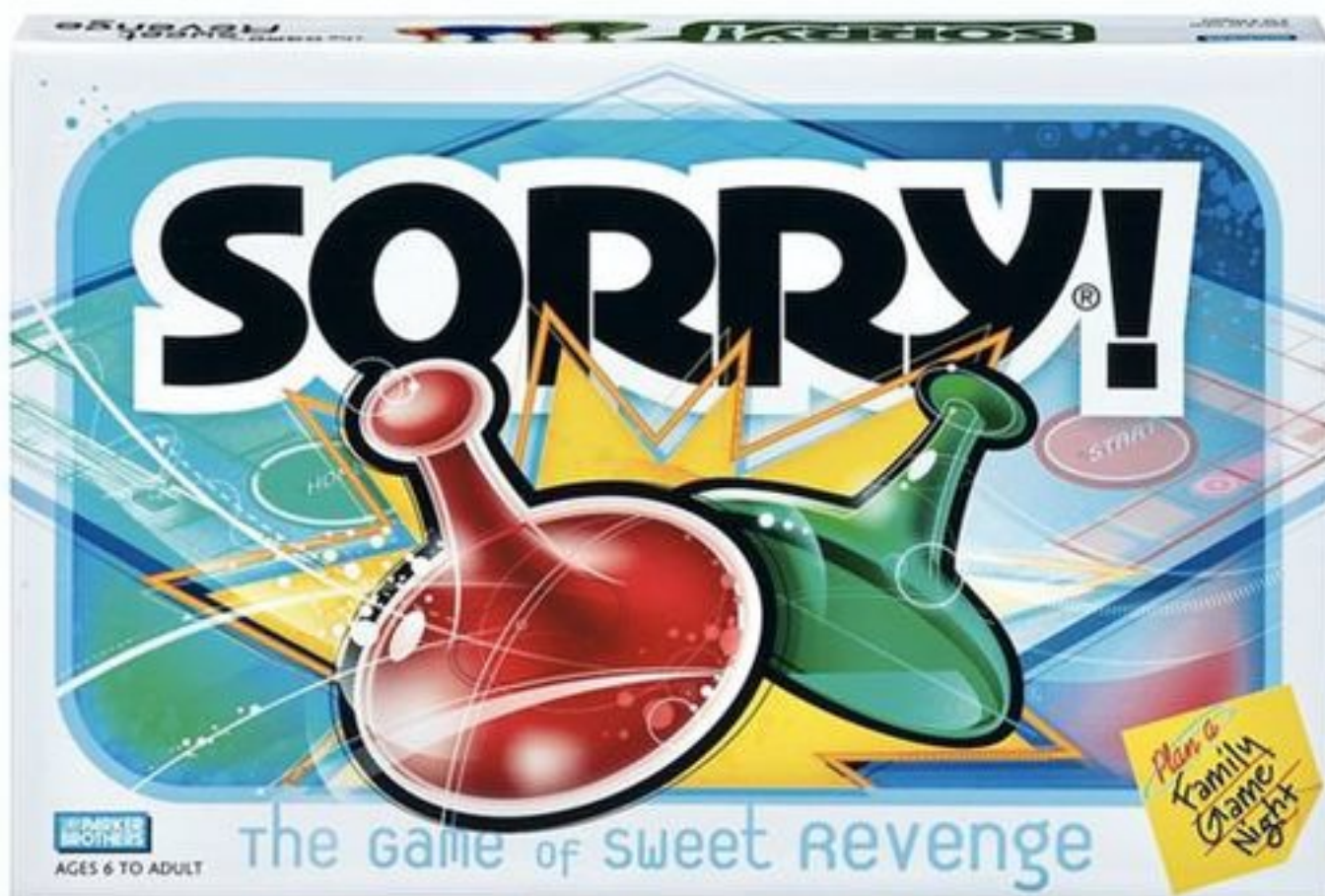
For as long as there have been game shows there have been home versions. This is literally true; the very first radio game shows were **Professor Quiz** and **Uncle Jim's Question Bee**, both of which have multiple home editions. Some of the earliest radio home versions were in the form of advertising premiums, simple versions printed on paper or light cardboard stock and mailed in a flat envelope to listeners.

As game shows, along with every other form of programming, began moving from radio to television, the home versions became larger and more sophisticated. In the fifties, many manufacturers (especially Lowell) produced huge box games filled with elaborate pieces: hard-plastic mechanical game boards for games like **Tic Tac Dough**, dozens of props and clever wind-up timers for stunt shows like **Beat the Clock**, even a xylophone for the musical game show **Dough Re Mi**. Some of the most popular games inspired equally elaborate second editions, or versions designed for younger players.

In the late fifties, Milton Bradley returned to the world of home games (they had made some of the earliest radio box games) and quickly had two enormous hits: **Password** and **Concentration**. The success of these two games did two things to the marketplace for game show home games. For one thing, Milton Bradley began releasing annually updated editions of their two big sellers, along with later hits like **Jeopardy!** and **Family Feud**. The market for these editions proved so strong that in most cases, the home games continued to be produced and sold long after the TV game shows had been cancelled.

The second thing that happened as a result of Milton Bradley's success was that the market quickly became flooded with home versions of game shows. This as television was still reeling from the quiz scandals and many new TV games were being introduced that emphasized game play over questions and answers. Most of these new shows were dismal failures and would have fallen into well-deserved obscurity if not for the home versions that survive. Today, these near-forgotten home games of the early sixties are among the rarest collectors can find, with several selling for over a hundred dollars at auctions.

By the mid sixties and continuing through the seventies, Milton Bradley became the dominant producer of game show home games, releasing most of the popular Goodson-Todman and Bob Stewart television shows, among others. They typically waited for a game to become a hit before releasing a home version, and they also began a trend toward simplifying home versions to save costs, replacing large, elaborate plastic boards with smaller ones or even with much cheaper cardboard versions whenever possible.



The Hub (TV channel)

From Wikipedia, the free encyclopedia

The Hub is an American digital cable and satellite television channel that launched on October 10, 2010.^[1] The channel, which replaced Discovery Kids, is a joint venture of Discovery Communications, Inc. and Hasbro. The Hub airs programming primarily aimed at children ages 6–12, drawing largely on the libraries of both parent companies.

The Hub targets a dual audience, young children in the daytime with original and acquired children's programs, and families at night with reruns of older television sitcoms, dramas and feature films. Veteran television executive Margaret Loesch serves as president and chief executive officer of The Hub. The channel is available to approximately 60 million subscribers.^[2]

In a recent debt filing with the SEC, Discovery Communications indicated that the channel may be worth less than previously believed, based on low viewership figures. The management of the Hub is currently undergoing a fair value analysis of the channel.^{[3][4]}

Contents

- 1 History
- 2 Programming
- 3 The Hub HD
- 4 Programming blocks
 - 4.1 HubBub
 - 4.2 Family Prime Time
 - 4.3 HubBoom
 - 4.4 Saturday Mash Up
- 5 References
- 6 External links

History

On April 30, 2009, it was announced that Hasbro acquired a 50% stake in Discovery Kids, with the resulting joint-venture changing the channel's name to The Hub.^{[5][6][1]} Discovery will oversee ad sales and distribution, while Hasbro will be responsible for programming.^{[7][8]} The channel continues to use the Discovery Kids strategy of tagging their educational

The Hub



Launched	October 10, 2010
Owned by	Discovery Communications Hasbro, Inc. (Both owning 50%)
Slogan	<i>Where Everything Comes Together</i>
Country	United States
Language	English
Headquarters	Silver Spring, Maryland
Formerly called	Discovery Kids
Sister channel(s)	Discovery Channel TLC Animal Planet OWN: Oprah Winfrey Network Science Channel Military Channel Discovery Fit & Health Investigation Discovery Planet Green
Website	http://www.hubworld.com
Availability	
Satellite	
DirecTV (US)	Channel 294 Channel 1294 (VOD)
Dish Network	Channel 179 (SD/HD) Channel 9494 (HD)

programming as meeting FCC educational and informational programming guidelines with an on-screen logo to list it as such on electronic program guide listings, despite the E/I policy being targeted wholly to broadcast stations, with cable channels completely excluded from E/I regulations.

The channel launched at 10:00 am ET (9:00 am CT) on October 10, 2010, taking over the Discovery Kids channel space after a final marathon of *Kenny the Shark*.^[9] The first program aired on the channel was *The Twisted Whiskers Show*.^[10]

Programming

Main article: List of programs broadcast by The Hub

Programming includes *Pictureka!*, *The Adventures of Chuck and Friends*, *My Little Pony: Friendship Is Magic*, *Transformers: Prime*, *G.I. Joe: Renegades*, *In the Night Garden*, *Dennis and Gnasher*, *R.L. Stine's The Haunting Hour*, *Clue* and *Hubworld*.^{[11][12][13][14][15][16][17]}

Programming from Hasbro includes cartoons based on My Little Pony, Transformers, the Pound Puppies and Strawberry Shortcake. Additionally, the network airs *Family Game Night*, which features Hasbro's board game properties adapted into a game show form.^[18]

A limited amount of original Discovery Kids programming remains including series such as *Endurance*, *Adventure Camp* and *Scout's Safari*, a contrast to other rebranded Discovery networks as of late which have taken on completely new schedules. In addition the network carries content from the Hasbro-acquired library of Sunbow Productions programs featuring Hasbro licenses, including *The Transformers* and *G.I. Joe: A Real American Hero*, though not any cartoons based on Hasbro properties (or forerunner toy companies such as Tonka that were eventually purchased by Hasbro) made by Hanna-Barbera or Ruby-Spears Productions, whose libraries are owned by Time Warner and air on Cartoon Network and Boomerang. Other library content includes *Fraggle Rock*, *Atomic Betty*, *Batman Beyond* and *Honey, I Shrunk the Kids: The TV Show*.^{[19][20][21][22]}

The Hub HD



Since the day The Hub launched, Dish Network, Verizon FiOS, and AT&T U-Verse carried the high-definition feed versions of the network on their channel lineups.^[23] Time Warner Cable recently added the channel as well.

Programming blocks

Various types of programs are broadcast on The Hub in programming blocks.

HubBub

C-Band	AMC 11-Channel 610 (4DTV Digital) AMC 18-Channel 204 (H2H 4DTV)
SKY México	Channel 271
DirecTV (Latin America)	Channel 330
	Cable
Available on most cable systems	Check local listings for details
	IP TV
AT&T U-Verse	Channel 335 (SD) Channel 1335 (HD)
Verizon FiOS	Channel 259 (SD) Channel 789 (HD)
Sky Angel	Channel 314

HubBub is a daytime programming block for preschoolers, airing from 10:00 am–11:30 am ET (9:00 am–10:30 am CT).^[24] The block exists on account of The Hub's primary target audience of school-age children are usually in school during that time period. Programming in the HubBub block includes *The Adventures of Chuck and Friends*, *Maryoku Yummy* and *In the Night Garden*. HubBub competes with two preschool program cable channels: Nick Jr. and PBS Kids Sprout, and the program block Disney Junior. It replaced the Ready Set Learn block when Discovery Kids was relaunched as The Hub.

Family Prime Time

The Hub features a nighttime lineup on Monday-Thursdays from 7:00 pm–6:00 am ET (6:00 pm–5:00 am CT), Fridays from 2:00–4:00 am ET (1:00–3:00 am CT), Saturdays from 1:00–4:00 am ET (12:00–3:00 am CT) and Sundays from 12:00–4:00 am ET (11:00 pm–3:00 am CT). The nighttime schedule consists primarily of off-network syndicated sitcoms and dramas made prior to 2000, primarily from both 20th Century Fox Television and CBS Television Distribution aimed at families and adults. Programs currently airing in this block include *Are You Smarter Than a 5th Grader?*, *Doogie Howser, M.D.*, *Laverne & Shirley*, *The Wonder Years* and *Happy Days* (the latter three of which had previously run on Nick at Nite); most of these sitcoms are mainly part of a package which was formerly aired by FamilyNet in 2008 and 2009 before their December 2009 purchase by another party.

Programming originally produced for The Hub such as *Family Game Night*, Discovery Kids produced programming and feature films aimed at family audiences also air in primetime in place of the classic television series on Fridays from 7:00 pm–2:00 am ET (6:00 pm–1:00 am CT), Saturdays from 7:00 pm–1:00 am ET (6:00 pm–12:00 am CT) and Sundays from 7:00 pm–1:00 am ET (6:00 pm–12:00 am CT).

HubBoom

A late night block of action-themed programming featuring *Batman*, *The Transformers* and *G.I. Joe: A Real American Hero* on Monday through Thursdays from 11:30 pm–1:00 am ET (10:30 pm–12:00 am CT).

Saturday Mash Up

This programming block seems to be an all-day block. It has several sub-blocks (Crack Up, Smash Up, Team Up, Family Prime, and Family Movie Night). Crack Up is the sub-block that airs from 6:00 am Eastern/5:00 am Central to 10:00 am Eastern/9:00 am Central; it airs comedy cartoons. Smash Up airs after it from 10:00 am Eastern/9:00 am Central to 2:00 pm Eastern/1:00 pm Central with action shows. Team Up airs from 3:00 pm Eastern/2:00 pm Central to 5:00 pm Eastern/4:00 pm Central with two back-to-back episodes of *Family Game Night*. Family Prime airs from 7:00 pm Eastern/6:00 pm Central to 9:00 pm Eastern/8:00 pm Central; it airs The Hub's best shows. Finally, Family Movie Night airs from 9:00 pm Eastern/8:00 pm Central to 11:00 pm Eastern/10:00 pm Central.

References

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- [^] Owens, Rob (October 10, 2010). "Tuned In: The Hub Network Offers Programs for Younger Children" (<http://www.post-gazette.com/pg/10283/1091189-67.stm>) . *Pittsburgh Post-Gazette*. <http://www.post-gazette.com/pg/10283/1091189-67.stm>. Retrieved October 10, 2010. "The Hub (Formerly Discovery Kids) Launches at 10:00AM Today."
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- 4 of 5 11/4/2011 2:58 PM

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23. ^ Verizon launches The Hub HD on FiOS TV (<http://www.hd-report.com/2010/10/11/verizon-launches-the-hub-hd-on-fios-tv>) , *HD Report* October 11, 2010
24. ^ HubBub (<http://www.hubbub.com>)

External links

- Official website (<http://www.hubworld.com>)

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| Joint ventures | English-language television stations in the United States

| Commercial-free television networks | American children's television networks

| American television networks | Discovery Communications | Hasbro subsidiaries

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